

ABSTRACT

Integrated Marketing Communication (IMC) Strategy Recommendation of Surabaya Dr. Soetomo General Hospital Palliative Polyclinic

The Palliative Polyclinic at Dr. Soetomo General Hospital is a clinic with low visitation rate. Since its establishment on February 19, 1992, this clinic has done great numbers of marketing communication to socialize the palliative service and the mere existence of this clinic at Dr. Soetomo General Hospital (DSGH). Unfortunately, the marketing communication had not been well-planned resulting in ineffective promotion. The preliminary survey in December 2004, proved that 90% of the potential market was not aware of the presence of the Palliative Polyclinic inside the hospital. The purpose of this research was to formulate an Integrated Marketing Communication (IMC) strategy for Dr. Soetomo General Hospital Palliative Polyclinic.

This was a cross-sectional study using ex post facto method, carried out from May to July 2005 at Dr. Soetomo General Hospital. The respondents were 95 cancer diagnosed patients. In depth-interviews to the management of the Palliative Polyclinic and to Dr. Soetomo General Hospital management was meant to find out the existing IMC pattern and the actual management support for IMC.

The result of the study showed that the reference group -where patients sought advice- recommended doctors for patient's healing. Buyer readiness stage was of no awareness, 85.3% of respondents had never heard the existence of the Palliative Polyclinic. The media used by the clinic was television, radio and newspaper, while the majority of respondents preferred brochures. DSGH management sincerely supported the Palliative Polyclinic marketing communication, except for its limited budget hindering their ability to fund intensive promotional activities.

This study concluded that the Palliative Polyclinic at DSGH had done marketing communication activities although they were not effective. No information about the clinic to medical as well as to non-medical staff of DSGH due to lack of internal coordination and communication between Palliative Polyclinic staff and DSGH management in performing marketing communication activities for promotion of the Palliative Polyclinic with all its available services.

The IMC strategy can be well-executed if supported by DSGH management, strengthened by extensive coordination and communication between the Palliative Polyclinic and technical units of the hospital.

Key words: Integrated Marketing Communication (IMC), buyer readiness stage, Palliative Polyclinic